



# THE WULF RECORD

SPRING 2016

www.WulfCattle.com

Vol. 12, Issue 1

## Dear Friends & Fellow Cattlemen,



It was almost impossible to have a conversation between cattle people the last six months without hearing the questions: What happened to our market? Where

do you think it is going from here? Our beef industry has been dealt plenty in 2015: a weak dollar (disrupting trade), cheap feed (which created the incentive to make cattle big and fat), and large supplies of pork and chicken (competing for the protein market). It's rough rides like these that help us at Wulf Cattle really appreciate our value added model. Having access to high quality feeder cattle, supplied by all of you that leverage our genetics, is what helps smooth out the bumps, hang in there, and stay the course.

The longer we are in the business, with opportunities we have had to grow our numbers, the more interest we are able to generate in the Wulf fed cattle supply. Processors and end users really appreciate our steady (weekly) supply of high quality cattle that are bred to be efficient, high yielding, and do it on their own, without the use of added growth promotants and antibiotics. Traceability back to the ranch of origin, with third party verification, and the cattle receiving the best animal management and cattle comfort, whosever watch they are under, qualifies our cattle for premium markets that are consumer driven. Again, we would like to extend a big thanks to all the producers that align themselves with our program, raise us the high quality feeder

*(Continued on page 7)*



## Beef is our Business

### Wulf Cattle OPPORTUNITY SALE of 2016

Seminar: Thursday, March 31 ■ 7 PM (supper at 5 PM)

Sale: Friday, April 1 ■ 12 Noon (Lunch at 11 AM)

Both events are held at the farm (47694 320th St., Morris, MN 56267) 10 miles south of Morris on Hwy. 59

**Selling approximately 460 Lots**

**413 Bulls** (*Limousin, Lim-Flex, Angus*)

**31 2-yr-olds ■ 86 coming 2-yr-olds ■ 296 yearlings**

**44 Open Yearling Heifers** (*Limousin, Lim-Flex, Angus*)

*Cattle can be viewed at Sandy Ridge anytime prior to the sale.*



← **Wulfs Compliant K687C** ■ PB LM / Homo Polled  
Wulfs Willard 5115W x Wulfs Soloist 6284S  
BD: 3/11/15 ■ NPM2081933

→ **Wulfs Claim K817C** ■ PB LM / Homo Polled  
Wulfs Excelsior X252X x Wulfs Unique 8217U  
BD: 3/11/15 ■ NPM2082238

### Opportunity Sale of 2016 Format Changes to "Video Only"

**Preview sale cattle at open house March 8 and 9  
at Sandy Ridge Ranch, Atkinson, Neb.**

*(See add'l information on pages 7 and 8.)*

**Catalogs will be available. The sale offering will be on display  
from 8:00 AM until 5:00 PM. The Wulf Cattle team will be available  
to discuss the offering and the new sale format. Feedlot tours will be available.**

**This new format will provide opportunities for both customers and Wulf Cattle.**

- Bid and purchase in person on sale day
- Bid and purchase online through Superior Productions on sale day
- Visit WulfCattle.com for more details
- A select group of 80 bulls and 15 heifers will be on display sale day at Morris, Minn.



*(Continued on page 4)*

# A Better Feeder Calf: What It Takes

By Paige Nelson

Jeff Wiersma, owner of J2 Cattle Company in Outlook, Wash., buys, on average, about 30 bulls a year. His straightbred Angus herd hasn't seen much crossbreeding in its 20 year existence. However, when Wiersma decided to add a composite breed to the equation, he dove in headfirst without a backward glance, buying 26 Lim-Flex and purebred Limousin bulls from Wulf Cattle in 2015. It was his first time as a Wulf customer.

So, what convinced the 4,500 head operator to not only add a Continental influence, but to do it solely with Wulf genetics?

## Marketing Experience

Wiersma grew up on a dairy farm. His folks also owned a cattle auction. Recognizing his love for beef cattle over dairy encouraged Wiersma to change direction. In the late-80s, he purchased the cattle auction, Toppenish Livestock Commission, from his parents, and by the mid-90s, he was starting to grow his own beef herd. Looking to spread out some of the risk, Wiersma took on partner John Top in both the auction and the ranch. On average, the sale yard markets 125,000 head annually. Then, in July of 2015, his lifelong dream was made a stout reality. He sold Top

his interest in the auction and purchased Top's interest in the ranch.

Suddenly, this first generation rancher was full-time cattleman.

While Wiersma admits he has always had a real love for beef cattle, he doesn't discount the advantage working the sale yard gave him.

"I feel like I'm pretty firsthand on what the market demands and what cattle seem to draw the premiums on a feeder cattle basis. So, that's really, I feel, helped direct me to where I need to go," he says.

Wiersma acknowledges he's seen the gamut when it comes to cattle through the ring. He has also taken note of what cattle buyers are looking for, which has helped him formulate his marketing plan. He believes the thick frame of the Limousin influence adds muscle and bulk to his high quality Angus calves for a feeder calf that buyers can't pass up.

In fact, it was a feeder calf marketing situation that introduced Wiersma to the Wulf Cattle program.

One dairyman in Wiersma's area had taken advantage of Wulf Cattle's Breeding to Feeding program by breeding his Jersey females to Wulf

*Hired cowboy, Pacen Marez, tags newborn calves for J2 Cattle Company.*



Limousins. He then commissioned Wiersma to help him sell the calves.

"[Limousins] make some really powerful feeder cattle," recognized Wiersma. "A Jersey doesn't have much size or body, and it picked them up a good amount. The cattle were pretty easy to sell. There was a case or two, when the market was really hot, that they'd bring only \$5-\$10/hundredweight behind choice cattle," he noted.

Wiersma was impressed and eager to try something similar on his own cattle.

"The cattle we make are good, and they sell for a lot of money, but they just don't have the yield and muscling. I've been breeding maternal so hard for so long, I feel like there's a lot of power left there that I need to get to make the optimum feeder cattle," he reasons.

But what sealed the deal for Wiersma was Wulf Cattle's commitment to buy back Wulf sired calves.

"They're not just another seedstock producer trying to sell a bull," says Wiersma. "They come back wanting their genetics. They want to see what they (the genetics) do. We've got about three major feeders that buy about 90 percent of our cattle. To bring another strong buyer to the table was what really sold me on the idea, because I could see how aggressive they were to come back and buy their genetics out of the Jerseys. I thought, 'if they'd do that with a Jersey, they'd certainly come back and try to get some of these good Angus cattle.'"



*Billy Jack is the youngest of the Wiersma family but is still a hand on the ranch.*

## Relationships

With firsthand experience of the power of the genetics and the integrity of the people behind the program, Wiersma was ready to begin a business relationship with Wulf Cattle. He wasn't able to attend the sale, so he sent two of his ranch hands to do his bidding.

The three of them had researched, critiqued and chosen several bulls beforehand thanks to an extensive Wulf Cattle catalog and a detailed website. When sale day approached, Wiersma's ranch hands flew out to Wulf Cattle headquarters, where, Wiersma says, "they were treated like kings."

"My guys flew out and flew back. They picked them up at the airport and fed them and just did everything. Then, Wulfs delivered our bulls to us later."

Even if only in its childhood, Wiersma is excited about the working relationship being developed.

"They're really diverse. They're really top notch. There's just not a hole in them. They really do things right," he says of Wulfs.

"The guy that I bought most of my Angus bulls from over the years was similar on a smaller scale, but a real no nonsense attitude. If there's a bull or cow that does something wrong, she's down the road. That's a good relationship, and I feel like this could be really similar," he continues.

It wasn't long after the new bulls were turned out with the cows that Wiersma got his first visit from a Wulf Cattle representative.

"Adam is one of their representatives. He's the guy I dealt with selling these feeder cattle. I was really high on how he took care of business," says Wiersma.

It was also Adam that came on-site to check the progress of the bulls. Adam took the time to walk through some of the cows with me, Wiersma recounts.

The visit, he says, was good for both parties. Adam got to see the cattle and better understand what J2 Cattle is looking for in bull choices.

"We're trying to make cattle that they (Wulfs) want to feed. They know the kind of bulls that I want now, and I think we'll be a good fit for them," concludes Wiersma.

## The Cattle

J2 Cattle Company is a family run ranch. Wiersma and his wife, Julie, together have grown the ranch and encouraged their four children to take active roles in the operation. Kellie, age 21, works full time for J2. She is working on an

*While working on a degree in agricultural business, Kellie works full time on the ranch.*

agricultural business degree from New Mexico State University. Gracie, 20, attends Walla Walla Community College and works part time on the ranch. Kacie Jo, age 14, and Bill, age 12, help out when not in school. As a family, they manage 4,500 head in south central Washington state. The ranch is Good Agricultural Practices certified and grazes pastures for 300 miles in every direction from ranch headquarters.

Using both spring and fall calving herds, J2 backgrounds the cattle. Steers stick around until 850 pounds and heifers are fed to 800 pounds before being shipped to feedyards.

While Wiersma admits he is proud of his Angus females, he is excited to try some of the Lim-Flex and Limousin/Angus-cross females in his cow herd.

In the past, he has stayed away from exotic or Continental influence in his mother cows, especially considering the issues of birth weight or temperament. Although no Wulf sired calves are on the ground yet, he knows from experience with the Jersey cows that birth weight will not be an issue and the docility of the bulls continues to impress.

"The Wulf cattle are extremely docile. I think there's a chance some of the females would really be exciting to try, and I'll think they'll work," he says.

If the daughters are anything like their fathers, they'll have a mind to make things work because at pregnancy checking, the Wulf bulls got it done.

"I think we bought 23 yearlings and three fall coming two-year-olds. I've always been scared of soft yearlings because they're just babies. I put them all on my older cows and hoped for the best," Wiersma explains.



While he might have worried some about the height difference between the yearlings and the mature cows, Wiersma wasn't worried about lack of try or efficiency of breeding.

"They are so docile," he says. "Usually those yearlings are running from this cow to that cow. These kind of act like an old 4-year-old bull. They cruise over here and cruise over there."

J2 Cattle came out with a 96 percent pregnancy rate on their Wulf bred cows.

"We ran those bulls 75-80 days. Most of those cows were bred up on the front end."

Overall, Wiersma is excited to see how his Wulf sired calves perform and plans to continue to buy Wulf bulls as he progresses toward a heavier feeder calf. ■



*Kellie and Gracie are both pursuing higher educations but work either full or part time on the family ranch.*

# Cattlemen,



I hope this letter finds everyone healthy, happy and enjoying another new year in the cattle business.

We would like to announce exciting changes to the format of the 2016 Wulf Cattle Opportunity Sale!

New for this year, we will not be moving all of the sale lots from our Sandy Ridge Ranch in Nebraska to Morris, Minn., for the sale on April 1. We will be bringing the feature bulls and heifers, plus a representative group of the rest of the sale offering, to put on display. There will probably 60 to 80 bulls and 10 to 15 heifers in total. None of the cattle will be run through the sale ring. The sale will take place with video, yet with a live auctioneer and sale staff like in years prior. We are also planning an open house event at Sandy Ridge Ranch on March 8 and 9 for anyone that wants to view the entire sale offering.

*We have chosen this innovative format mainly for the following reasons:*

- 1) It allows us to plan on leaving the sale in Morris for the foreseeable future. We know that we have a great location for our sale because of tradition, facilities and accessibility. However, we also know that we have a great facility at Sandy Ridge to properly grow and develop the bulls. We think you will like viewing them in the environment they are acclimated to during our open house.

*(Continued on page 6)*

*(Sire Prospects, continued from page 1)*



**Wulfs War Party A229C** ■ Angus  
*Werner War Party 2417 x Wulfs Pride 2029*  
BD: 2/8/15 ■ 18121740



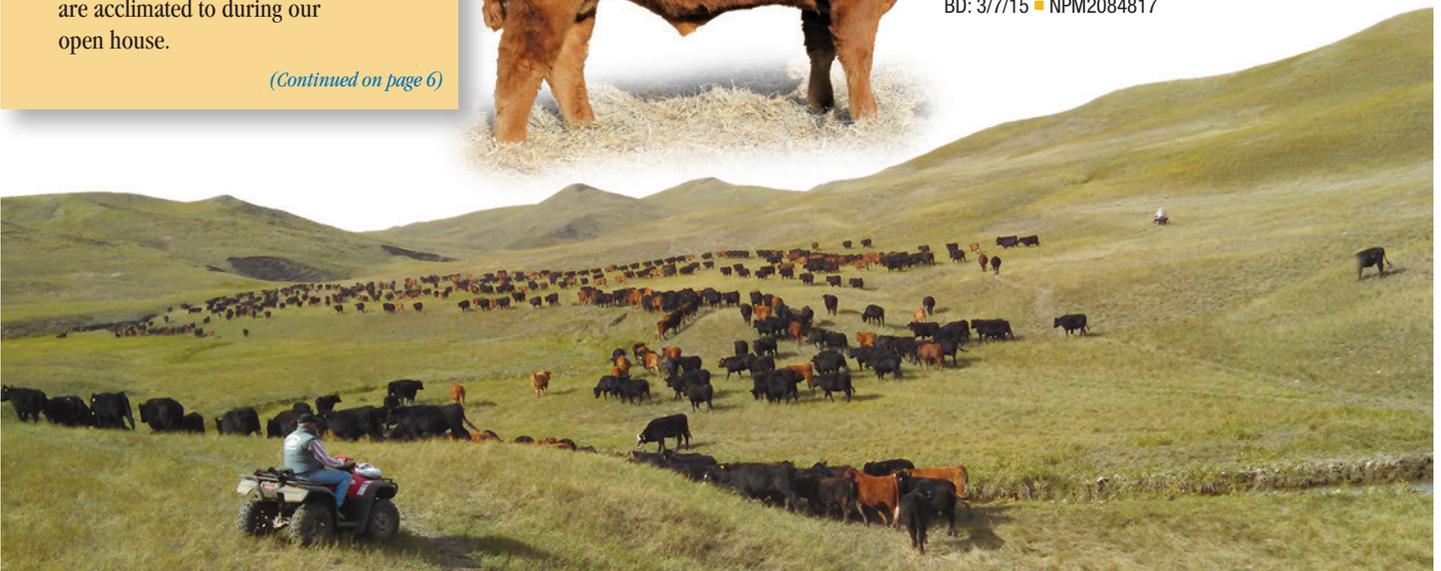
**Wulfs Cool 2236C** ■ PB LM / Homo Polled  
*Wulfs Xtractor X233X x Miss Wulfette 2236Z*  
BD: 3/31/15 ■ NPM2072176



**Wulfs Complete K119C** ■ PB LM / Homo Polled  
*Wulfs Walcott F711W x Wulfs Your Choice 1419Y*  
BD: 3/8/15 ■ NPM2081927



**Wulfs Complementary K685C** ■ PB LM / Homo Polled  
*Ivy's Marksman HTZ 10Z x Wulfs Soloist 6284S*  
BD: 3/7/15 ■ NPM2084817



# Seminar & Open Panel Discussion • Thursday, March 31

5 p.m. supper followed by seminar at 7 p.m.

## “Low Stress Cattle Handling”

Welcome comments: **Jerry Wulf** ■ Speaker: **Tom Noffsinger, DVM**  
Sale overview and moderator: **Casey Fanta**

Wulf Cattle is excited to have Dr. Tom Noffsinger speak on low stress cattle handling at the annual pre-sale seminar.

Dr. Tom Noffsinger grew up on a ranch in eastern Colorado and attended Colorado State University where he received his veterinarian education. He now lives in Benkelman, Neb., and is a feedlot consultant specializing in facility design,

stockmanship and low stress livestock handling. Dr. Noffsinger is known across the continent for his passion and enthusiasm for working with feedyards and ranches on low stress cattle handling. More and more feedyards and ranches are incorporating this philosophy and production practice into their daily operations to benefit both the cattle and the animal handlers.



Tom Noffsinger, DVM and low stress livestock handling expert, believes every contact a person makes with an animal should be a positive experience for both the animal and the person.

## Genex Earns Limousin Promoter of the Year Award

*Editor's Note: We want to congratulate Genex Cooperative, Inc. and extend a thank you to all our genetics partners for their support of Wulf genetics in supplying the dairy industry with value-added opportunities through Breeding To Feeding.*

The North American Limousin Foundation (NALF) recognized Genex Cooperative, Inc. with the Promoter of the Year Award during the NALF banquet at the 2016 National Western Stock Show.

Genex earns the recognition after teaming with Wulf Cattle in promoting the use of Limousin and Lim-Flex semen within dairy herds.

“The use of beef semen, especially Limousin semen, within dairy herds has consistently increased over the past four years,” states Roy Wilson, Genex senior vice president of marketing,



The North American Limousin Foundation recognizes Genex for promoting the use of Limousin semen. Accepting the award is Jeff Swenson of Genex, left, and Willie Altenburg of Genex, right. Pictured with them is Jerry Wulf.

sales, and service. “Crossing Limousin and Lim-Flex genetics onto dairy cattle creates a higher value feeder calf. Dairies can improve herd genetics and reduce heifer raising costs with a beef x dairy breeding program.”

The Limousin semen available through Genex is eligible for the Breeding to Feeding program, where Wulf Cattle purchases the resulting crossbred calves for a guaranteed premium price.

Breeding to Feeding Semen  
Distribution Partners



## Be Kind Tip: Feeding and Nutrition

The Beef Quality Assurance guidelines state diets for all classes of beef cattle should meet the recommendations of the National Research Council or a reputable nutritional consultant.

- Cattle need access to a clean, adequate water supply.
- Avoid feed and water interruptions to cattle longer than 24 hours.
- Provide adequate feed and be sure the ingredient quality is enough to meet the nutritional needs of your cattle.
  - When there are extreme weather circumstances such as droughts, frost, and floods: The feed stuffs should be tested for substances that may be detrimental to the animal, such as nitrates, prussic acid and mycotoxins.

- Familiarize yourself with the potential micronutrient deficiencies or excesses in your area. Use a formulated supplement appropriate for your geographical area.
- Only USDA, FDA and EPA approved products should be fed to your cattle.
- Body condition scoring (BCS) your beef cows is a good scientific method to assess the nutritional status of your cow herd. The most common system is the 1 to 9 BCS system. A BCS 1 is very thin and a BCS 9 is obese. Seldom do we see the two extremes. Most cows are between BCS 3 and 7.

- For optimal health and production, target a BCS of 5 to 6.
- Keep in mind, BCS during calving will impact your calf as well as the performance of the cow during breeding.
- BCS of 2 or less is not acceptable and should be fixed as soon as possible.
- When there are long periods of drought and there is a shortage in feedstuffs, BCS may decline temporarily. Remember this is not desirable but may be outside your control until drought relief is achieved.
- When the weather changes and the temperature decreases, your cows will require additional energy needs. Select a ration that will accommodate your cattle.
- A good website to find information on BCS cow herd is [Beef.UNL.edu/Beef-Cattle-Production](http://Beef.UNL.edu/Beef-Cattle-Production). ■

*(Cattlemen, continued from page 4)*

- 2) Respect for our cattle: The cattle will not be exposed to unnecessary movement and readjustment. They will remain in their environment and continue to grow and thrive without interruption. This will make for healthier, more content cattle, which will be a benefit to you, our customer.
- 3) The ability for unrestricted growth: As we look towards the future, our goal is to continue growing the number of seedstock marketed each year. This format will make the sale move along much faster and we will be able to sell more animals in a day. In addition, it would not make sense long term to continue moving more and more animals to the sale site every year, then ship them off to another part of the country.

As always, your purchase will be 100% satisfaction guaranteed. If you purchase an animal that does not meet your specifications, we will get you one that will.

We have an excellent set for this year's offering. They are heavy muscled and stout, plus represent some of our newest genetics as well as our most proven lines. If anyone has any questions or concerns, please feel free to contact me by email, call or text, Casey.Fanta@WulfCattle.com or (320) 288-6128.

*Sincerely,  
Casey Fanta  
Seedstock Manager*

## Wulf Cattle Team Member Spotlight Juan Monasterio

Juan Monasterio is assistant supervisor at Sandy Ridge Ranch where he's responsible for all aspects of the fall and spring calving cow herds, including health, nutrition and proper care during calving. Using horses for ranch work, working with and "talking" to cows are some of his favorite parts of the job. Juan depends on and trusts his team of three employees to work together and care for these registered and commercial cows.

Ranching and the beef industry are a way of life for Juan. Prior to joining the Wulf Cattle team in February 2013, Juan cared for a cow-calf and



yearling operation in south Texas.

Juan and his wife have three children, including an 8-year-old girl and two boys, ages 4 years old and 4 months old. Playing soccer is a favorite family pastime. ■

## Spring Bull Retirement Program

**Thursday, March 31 (3-6 p.m.) • Friday, April 1 (8-11 a.m.)  
Held at the farm near Morris, Minn.**

Get paid a premium to retire your herd sire! Make arrangements to bring your used herd bull to the farm near Morris, Minn., on March 31 from 3-6 p.m and April 1 from 8-11 a.m. Wulfs have a certified scale at the farm. We will have an American Foods buyer there bidding top prices on your bulls. They must meet all USDA withdrawals for any animal health products they have been given. All breeds are welcome, except dairy breeds, Longhorns and Corrientes.

Wulfs will add an additional premium to the value of the retired bull.

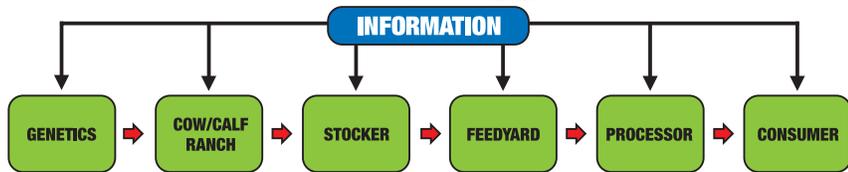
- 1-4 bulls = \$200 per bull
- 5-9 bulls = \$250 per bull
- 10+ bulls = \$300 per bull

American foods will pay Wulfs for the bulls. You will receive full value plus the premium to be used as sale credit at Wulf's Opportunity Sale of 2016 on Friday, April 1.

*\*\*Call us starting March 28 for a bull price estimate at (320) 392-5802 or email [Wulf@WulfCattle.com](mailto:Wulf@WulfCattle.com). Contact us with any questions and let us know if you are bringing in your bulls. ■*



# Wulf Cattle Beef Industry Supply Chain



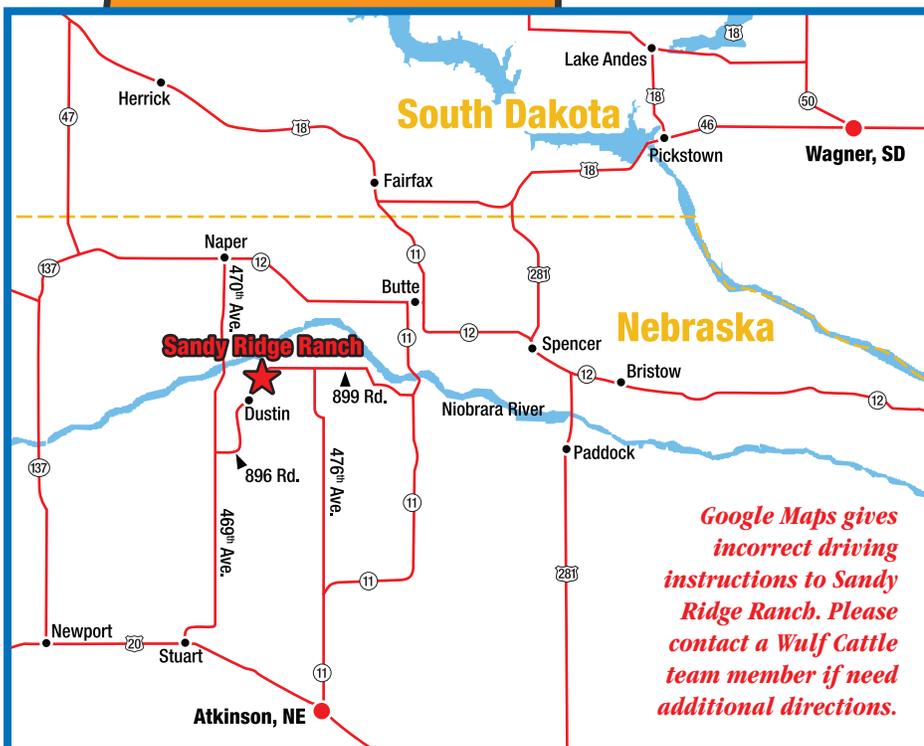
## Sale Accommodations/Hotels in Morris, Minn.:

*Blocks of rooms have been reserved at these hotels. Ask for the Wulf Cattle rooms!*

**Grandstay Hotel & Suites (new hotel)**  
(320) 585-4000

**Hotel 200 (formerly Prairie Inn)**  
(320) 589-3030

**Super 8 • (320) 589-8888**



*(Jerry's Letter, continued from page 1)*

cattle and make it all possible!

Those of you that have been selling to Wulf Cattle, your feeder cattle will soon be receiving your carcass and health data on your last year calves. If you have any questions, we invite you to give any of the Wulf Cattle team a call. We will be happy to discuss it with you. Raising cattle that stay healthy, convert feed efficiently, and hang up a superior carcass is and always will be what we are pursuing.

Featured this year in our 2016 Opportunity Sale are feed efficiency indexes on our entire bull offering. Being able to put selection pressure on feed efficiency in Limousin cattle, that are already inherently better feed converters, we believe holds a lot of potential, and keeps us excited! Continued progress in this very relevant trait will help to keep us competitive as beef producers.

Lastly, I want to invite you all to attend two very exciting events. March 8 and 9 we hope you'll come see our Sandy Ridge Ranch located near Atkinson, Neb., to view the 2016 Opportunity Sale offering and meet the Wulf Cattle team. Then, in Morris, Minn., on Thursday, March 31 and Friday, April 1, we'll be hosting our annual sale seminar and 28th annual bull sale. Travel safely and we look forward to seeing you soon.

Kind Regards,  
*Jerry Wulf*



26406 470th Ave., Morris, MN 56267

Office (320) 392-5802

Wulf@WulfCattle.com ■ www.WulfCattle.com

## Directions to Sandy Ridge Ranch

- From Stuart, Nebraska—North on 469th Avenue 16 miles to 896 Rd. Turn east 5.4 miles.
- From Naper, Nebraska—South on 470th Avenue 10.7 miles to 896 Rd. Turn east 5.4 miles.
- From Butte, Nebraska—1 mile west of Butte, turn south onto Highway 11 6.1 miles. First right after the Niobrara River; turn west onto 899 Rd. 10.9 miles.
- From Atkinson, Nebraska—North on Highway 11 7.9 miles. Continue straight onto 476 Avenue 14.5 miles. Turn west onto 899 Rd. 2.9 miles.



26406 470th Ave.  
Morris, MN 56267

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Permit #9  
Topeka, KS

# Join Us! Preview the entire Opportunity Sale of 2016 sale cattle offering at our open house!

**March 8 and 9 • Sandy Ridge Ranch • Atkinson, Neb.**

*(See map on page 7.)*

**8 AM to 5 PM—Preview Opportunity Sale of 2016 sale offering  
12 Noon—Lunch**

**Catalogs will be available. The Wulf Cattle team will be available to discuss the sale offering and the new sale format.**

**Feedlot tours will be given.**

## Hotels Available:

**Sandhills Guest House**  
Atkinson, Neb. • (402) 925-5600

**Holiday Inn**  
O'Neill, Neb. • (402) 336-4500

**Super 8**  
Ainsworth, Neb. • (402) 387-0700

**Fort Randall Hotel & Casino**  
Pickstown, S.D. • (605) 487-7871

## “Video Only”

- Bid and purchase in person on sale day
- Bid and purchase online through Superior Productions on sale day
- Visit [WulfCattle.com](http://WulfCattle.com) for more details

*Due to our Opportunity Sale of 2016 format changing to “video only”, a limited number of cattle will be on display sale day at Morris, Minn. Feature and representative bulls and females will be on display sale day, including approximately 80 bulls and 15 heifers.*

**Join us at Sandy Ridge Ranch on March 8 and 9 to preview the entire sale offering and visit with the Wulf Cattle team.**

